

Title (en)
MODEL ORCHESTRATOR

Title (de)
MODELLORCHESTRATOR

Title (fr)
ORCHESTRATEUR DE MODÈLE

Publication
EP 4348558 A1 20240410 (EN)

Application
EP 22773044 A 20220809

Priority
US 2022039866 W 20220809

Abstract (en)
[origin: WO2024035395A1] Methods, systems, and apparatus, including computer programs encoded on a computer storage medium, for determining attributions for unattributed outcomes across different content channels. The method includes receiving, by a model orchestrator, outcome data representing a set of unattributed outcomes, where each unattributed outcome does not have an observed attribution to an exposure of a set of predetermined exposures. The attribution data representing a set of modeled attributions from each outcome model of a plurality of outcome models are received by the model orchestrator, where each set of modeled attribution includes a respective measure between one or more unattributed outcomes and one or more exposures. The respective measures are updated based on one or more criteria for determining one or more updated attributions, where each updated attribution indicates a new attribution of a respective outcome from the set of unattributed outcomes to a corresponding exposure of the set of predetermined exposures.

IPC 8 full level
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US 2022039866 W 20220809; CN 202280018038 A 20220809; EP 22773044 A 20220809; US 202218009293 A 20220809